

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMMERCE, INC.

Ad# 110-02-"KING OPTIMUM"-Reg# W-96428-Page-(9 3/4" X 11 1/4")-4/C-Sunday Supplements, 1987

(R04)

FIRE UP A BLUES.

*A whole new shade of menthol.
The mellow smoke.*

Blues

Kings and 100s.

15 mg. "tar," 1.0 mg. nicotine av. per cigarette by FTC method.

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SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

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